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7/14/52

FRANCES HUGHES, ASSOCIATE EDITOR

# 1952

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## FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, JULY 14, 1952</u>			
Monday July 14	FASHION SHOW AND MILLINERY CLINIC	ROSENTHAL & ACKERMAN	BILTMORE HOTEL MUSIC ROOM-4TH FLOOR
12:30 P.M. Luncheon	Luncheon fashion show and merchandise clinic, presenting Fall millinery trends. Coordinator and Commentator: Maud G. Moody. By invitation only. Contact: Diana Ambush, MU. 3-7873.		

### BACK-TO-SCHOOL AND COLLEGE SHOP OPENINGS AND SHOWINGS

Monday July 14	BONWIT TELLER Opening of College Center. Publicity: Nancy Talbert, EL. 5-6800.	7TH FLOOR
Wednesday July 23	MACY'S Publicity: Helen Law, CH. 4-2000, Ext. 2431.	3RD FL., B'WAY BLDG.
Thursday July 31	LORD & TAYLOR Private breakfast preview, for the press, of Lord & Taylor's college fashions in the Town and Country Shop. <u>Continuous informal showings for the public</u> , Monday, August 4 through August 8, 11:00 A.M. to 4:00 P.M., 5th floor College Shop. Publicity: Gloria Carr, WI. 7-3300, Ext. 330.	5TH FLOOR
Friday August 1	B. ALTMAN & CO. Publicity: Ferris Megarity, MU. 9-7000.	3RD FLOOR
Monday August 4	MARTIN'S (BROOKLYN) Breakfast press preview of college fashions at Martin's, Brooklyn. By invitation only. Publicity: Juli Daves, TR. 5-3100, Ext. 355.	5TH FLOOR
Monday August 4	ARNOLD CONSTABLE College fashions will be shown to the press at Arnold Constable. By invitation only. <u>Suburban store showings:</u> Tues., Aug. 5 at 2:30 P.M. in New Rochelle, N.Y. and Hackensack, N.J.; Wed., Aug. 6 at 2:30 P.M. in Hempstead, L.I. Publicity: Gloria Geis, MU. 5-2300.	3RD FLOOR
Tuesday August 5	RUSSEKS FIFTH AVENUE Russeks will present a collection of college fashions. By invitation. Publicity: Florence Lord, WI. 7-1900.	7TH FLOOR
Wednesday August 6	PECK & PECK Private press showing, during breakfast, of Peck & Peck's college collection (6th Floor). By invitation only. Publ.: Mrs. D.J. Todd, OR.3-4700.	260 FOURTH AVENUE
Thursday August 7	ABRAHAM & STRAUS Showing of back-to-college fashions in the Special Events Center. Publ.: Frances Bemis or Susan Trowbridge, Feature Events Dept., TR. 5-7200.	8TH FLOOR

(Continued on following page)



DATEWHAT'S GOING ONGIVEN BYWHEREBACK-TO-SCHOOL AND COLLEGE SHOP OPENINGS AND SHOWINGS (Continued)

Tuesday August 12 11:00 A.M.	SAKS FIFTH AVENUE College fashions for 1952-1953 will be presented by Saks Fifth Avenue at Savoy Plaza Hotel, Le Chateau. By invitation only. Publicity: Carolyn Haight, PL. 3-4000.	SAVOY PLAZA, 11TH FL.
Thursday August 14 2:30 P.M.	MARTIN'S (BROOKLYN) Informal presentations of college fashions by Martin's College Board; also, <u>on Thurs., Aug. 28, at 2:30 P.M.</u> Open to public. Publicity: Juli Daves, TR. 5-3100, Ext. 355.	5TH FLOOR
Friday August 15	BLOOMINGDALE'S Publicity: Margaret de Mille, EL. 5-5900.	3RD FLOOR
Saturday August 16 2:00 P.M.	GERTZ (JAMAICA) College fashions will be shown to the press and public. Publicity: D. Patterson, JA. 6-6800, Ext. 340.	4TH FLOOR
Thursday August 21 10:00 A.M.	MARTIN'S (BROOKLYN) Press preview of teen-age back-to-school fashions at breakfast. By invitation only. (Showing for public; Sat., Aug. 23, at 11:00 A.M.) Publicity: Juli Daves, TR. 5-3100, Ext. 355.	5TH FLOOR
Wednesday August 27 2:30 P.M.	L. BAMBERGER & CO. (NEWARK) Bamberger will present an informal showing of college fashions. Publicity: John von Arnold, Market 2-1212.	3RD FLOOR
Thursday August 28 11:15 A.M.	SAKS 34TH STREET Saks 34th will present a back-to-school fashion show for teen-agers. Publicity: Rita Dobbins, LA. 4-7000.	2ND FLOOR

  

Tuesday July 15 9:00 A.M.- 12:00 Noon Breakfast	PRESS PREVIEW OF CHRISTMAS GIFTS The House of Gourielli will preview its Christmas line of gifts and toiletries. For magazine, trade and syndicate press, by invitation. Publicity: Patrick O'Higgins, or Mildred Sullivan, PL. 3-1200.	HOUSE OF GOURIELLI 16 EAST 55TH STREET SALON
Tuesday July 15 10:00 A.M. Coffee	PRESS SHOWING OF "NO BACK WRINKLE" SKIRT Mme. Louise Bruné will invite the press to preview her Fall wholesale collection of daytime and evening fashions, featuring the "no back wrinkle" skirt. By invitation only. Publicity: Donna Cannon, PL. 3-7072.	MME. LOUISE BRUNÉ (WASHINGTON, D. C.) 17 EAST 48TH STREET SHOWROOM
Tuesday July 15 12:30 P.M. Luncheon	COTTON FASHIONS FOR SUMMER AND FALL Summer-into-Fall cotton fashions at a showing for wives of Elks's Convention members. Press invited. Publicity: Ferris Megarity, MU.9-7000.	B. ALTMAN & CO. HOTEL COMMODORE GRAND BALLROOM
Tuesday July 15 3:30 P.M.	FALL FUR FASHIONS AT PRESS PREVIEW Arnold Constable's fur fashions for Fall will be previewed at a showing for the press. By invitation only. Publicity: Gloria Geis, MU. 5-2300.	ARNOLD CONSTABLE 6TH FLOOR MINK ROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Tuesday July 15	OPENING OF FALL HAT COLLECTIONS IN PARIS July 15: Evelyn Arzan; Jane Blanchot; Janette Colombier; Suzanne Talbot; Rose Valois. July 16: Marie Christiane. July 17: Simone Cange; Maud Et Nano. July 18: Fofa; Emma Pierron; Suzanne Vigneron. July 20: Claude Saint-Cyr. July 22: Legroux Soeurs; Gilbert Orcel; Svend. July 23: Achille; Cecile Billard; Le Monnier. July 25: Albouy, Fournillon; Paulette. July 29: Barthet. Contact individual milliners.	PARIS MILLINERY DESIGNERS	PARIS FRANCE
Wednesday July 16 9:30 A.M. Breakfast	PRESS PREVIEW OF SPRING FABRICS Dan River Mills' 1953 dress goods line for Resort and Spring will be presented at a breakfast fashion show for the press. By invitation. Contact: Eloise Ray Francis, BR. 9-7802.	DAN RIVER MILLS, INC.	AMBASSADOR HOTEL TRIANON ROOM
Wednesday July 16 12:15 P.M. Luncheon	MILLINERY DIVISION LUNCHEON MEETING "More Hats -- Ladies", fashion show at the Fashion Group's Millinery Division luncheon. Speaker: Joseph Rabinovich, President of Ogus, Rabinovich and Ogus. Commentator: Maud G. Moody, fashion consultant and co-chairman of Millinery Division (with Esther Lyman of Harper's Bazaar). Price: \$4.50 for members; \$4.75 for guests. Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Associates, EL. 5-7108.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
Thursday July 17 11:00 A.M. 3:30 P.M.	MILLINERY SHOWING BY EIGHT FRENCH DESIGNERS Two press showings, sponsored by Wool Hat Manufacturers Association of America, of Fall millinery by 8 leading French designers: Albouy, Pierre Balmain, Jean Barthet, Simone Cange, Janet Colombier, Jacques Fath, Gilbert Orcel, Svend. By invitation only. Publ.: Eleanor Rowlands Assoc., LE. 2-9292.	WOOL HAT MFRS. ASS'N OF AMERICA	HOTEL McALPIN B'WAY & 34TH ST.
Thursday July 17 5:30 P.M.- 6:30 P.M.	INFORMAL SHOWING OF BRIDAL FASHIONS A & S will present an informal showing of bridal fashions. Publicity: Frances Bemis or Susan Trowbridge, Feature Events Dept., TR. 5-7200.	ABRAHAM & STRAUS	3RD FLOOR BRIDAL SALON
July 21	DEMOCRATIC POLITICAL CONVENTION IN CHICAGO (Week of July 21).		
Tuesday July 22 12:15 P.M. Luncheon	ACCESSORIES DIVISION LUNCHEON MEETING "Signature Accessories" -- fashion show and exhibit of Fall and Winter accessories. Commentator: Carolyn Saks, Associate Fashion & Merchandise Editor, "Charm" Magazine. "It's The Look; Not the Item" -- Speaker: Mary MacMahon, Fashion Director, Joseph Magnin, San Francisco. Accessories Division Co-Chairmen: Matilda Taylor and Mimi Aleinikoff. Price: \$4.75 for members; \$5.00 for guests. Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Associates, EL. 5-7108.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
Beginning Tuesday July 22	SHOWING OF ITALIAN COUTURE COLLECTIONS Designers include: Antonelli; La Boutique; Cappucci of Rome; Carosa; Gabriellasport; Novera; Noberasko; Schubert; and Vanna and Veneziani of Milan. Sportswear and accessories: Avolio; Camerino; Coppola Toppo; Mirsa; and Veneziani Sport. Roman firms: Battilocchi; Fabiani; Ferdinandi; Sorelle Fontana; Gabriellasport; Schubert; and Simonetta Visconti. Contact: Vladimiro Rossini; Enta della Moda, Turin, Italy.	LEADING ITALIAN DESIGNERS	FLORENCE & ROME, ITALY



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday July 24 5:45 P.M.	BRIDAL FASHION SHOW FOR CUSTOMERS Bonwit Teller will show bridal fashions to customers. Open to public. Publicity: Nancy Talbert, EL. 5-6800.	BONWIT TELLER	3RD FLOOR BRIDAL SALON
Beginning Friday July 25	SCHEDULE OF LONDON COUTURE PREVIEWS Friday, July 25: John Cavanagh; Norman Hartnell; Worth (London) Ltd. Monday, July 28: Lachasse; Digby Morton; Peter Russell; Michael Sherard. Tuesday, July 29: Hardy Amies; Charles Creed; Mattli; Victor Stiebel. Contact: Lilian Hyder, 36 Bruton Place, London, W-1, England.	INCORPORATED SOCIETY OF LONDON FASHION DESIGNERS LONDON W-1, ENGLAND	36 BRUTON PLACE
Wednesday July 30 10:30 A.M.	FUR FASHION SHOW IN PARIS Revillon Freres will present Fall and Winter furs in their Paris salon. Publicity: Jeanne de Pene, PL. 9-5504.	REVILLON FRERES	40 RUE DE LA BOETIE

FALL AND WINTER PARIS COUTURE OPENINGS--PARIS, FRANCE

CHAMBRE SYNDICALE DE LA COUTURE PARISIENNE

<u>Wed.. July 30:</u>	Borea, Bruyere, Carmine, Fath, Maguy, Bernard Sagardoy.
<u>Thurs.. July 31:</u>	Callot Soeurs, Heim, Lanvin, Revillon, Rouff, Schiaparelli, Worth.
<u>Fri.. Aug. 1:</u>	Balmain, Carven, M. de Rauch, Agnes Drecoll, Hermes, Germaine Lecomte, Manguin, Henry a la Pensee, Madeleine Vramant.
<u>Sat.. Aug. 2:</u>	H. de Givenchy, Desses, Dior, Montaigne, Paquin.
<u>Sun.. Aug. 3:</u>	Henry.
<u>Mon.. Aug. 4:</u>	Baillie, Calixte, M. Geroy, Gres, Griffe, Irmone, Serge Kogan, Raphael, Nina Ricci.
<u>Tues.. Aug. 5:</u>	Dior, Lafaurie, M. Lambert, Misset, Patou.
<u>Wed.. Aug. 6:</u>	Balenciaga, Amy Linker, Renee Lise, Georgette Renal.
<u>Thurs.. Aug. 7:</u>	Ardanse, Balenciaga, Carpentier, P. Clarence, Martial et Armand.
<u>Fri.. Aug. 8:</u>	Balenciaga, Valentine Bourgade, Alice Levon.
<u>Tues.. Aug. 12:</u>	Marcelle Chaumont.
<u>Tues.. Aug. 19:</u>	Raymonde Coste, Genevieve Orossen.
<u>Mon.. Sept. 15:</u>	Marcel Rochas.
Contact: Chambre Syndicale, 102 Rue du Faubourg, St.-Honore, Paris.	

July 31 LORD & TAYLOR'S COLLEGE FASHION SHOW AT 10:00 A.M. (See Page 1).

Monday SHOWING OF FASHIONS B. ALTMAN & CO. 2ND FLOOR  
August 4 FROM "SEVENTEEN" TEEN-AGE DEPT.  
12:00 Noon; "Story Book Look" -- Altman's will present fashions from "Seventeen"  
2:00 P.M. Magazine's August issue. Press invited. Open to public. Publicity:  
Ferris Megarity, MU. 9-7000.

August 4 MARTIN'S (BROOKLYN) COLLEGE FASHION SHOW AT 10:00 A.M. (See Page 1).

August 4 ARNOLD CONSTABLE'S COLLEGE FASHION SHOW AT 2:30 P.M. (See Page 1).

August 5 RUSSEKS FIFTH AVENUE'S COLLEGE FASHION SHOW AT 2:30 P.M. (See Page 1).

August 6 PECK & PECK'S COLLEGE FASHION SHOW AT 9:30 A.M. (See Page 1).

August 7 ABRAHAM & STRAUS' COLLEGE FASHION SHOW AT 6:00 P.M. (See Page 1).

August 12 SAKS FIFTH AVENUE'S COLLEGE FASHION SHOW AT 11:00 A.M. (See Page 2).



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday August 14 11:00 A.M.	PRESS PREVIEW OF BRIDAL FASHIONS Bridal fashions by Rosette Pennington will be presented to the press. By invitation only. Contact: Margot Stratton, LA. 4-2688.	ROSETTE PENNINGTON	20 EAST 56TH STREET BRIDES SHOP
August 14	MARTIN'S (BROOKLYN) COLLEGE FASHION SHOW AT 2:30 P.M. (See Page 2).		
Thursday August 14 5:45 P.M.	SHOWING OF FASHIONS FROM "CHARM" MAGAZINE Bonwit Teller will present a showing of fashions from "Charm" Magazine's August issue. Open to public. Publicity: Nancy Talbert, EL. 5-6800.	BONWIT TELLER	8TH FLOOR
Beginning Monday August 18- August 21	OPENING OF SPANISH COUTURE COLLECTIONS Goetsch & Co. and the High Couture Cooperative of Spain will present the Fashion Festival of Spain, showing couturier collections by Bastida, El Dique Flotante, Pertegaz, Rodriguez and Santa Eulalia. Contact: Robert Dunev, Goetsch y Cia, Serrano, 14, Madrid; or Rosemary Sheehan, CL. 7-8060.	SPANISH FESTIVAL OF FASHION	MADRID SPAIN
August 19	PRIMARY DAY IN NEW YORK (Tuesday).		
Tuesday August 19 10:30 A.M. Coffee	PRESS PREVIEW OF FALL FASHIONS FOR TALL GIRLS Tall Apparel will present a press preview of Fall fashions for tall girls. By invitation only. Publicity: Helen Horchler, VA. 6-4186.	TALL APPAREL	37 WEST 57TH STREET 5TH FLOOR
Wednesday August 20 12:15 P.M. Luncheon	"BACK FROM VACATION & BACK TO THE OFFICE" Saks 34th presents a box luncheon fashion show for women who work. By invitation. Publicity: Rita Dobbins, LA. 4-7000.	SAKS 34TH STREET	3RD FLOOR
Wednesday August 20 2:30 P.M.	PRESS PREVIEW: BRIDAL GOWNS BY MME. ORO Showing of Jay Thorpe's custom bridal gowns, designed by Mme. Oro. By invitation only. Publicity: Dorothy Coburn, JU. 6-1000.	JAY THORPE	24 WEST 57TH STREET 5TH FL. BRIDAL SALON
Wednesday August 20 3:30 P.M.	PREVIEW: FASHIONS BY EUROPEAN COUTURIERS Presentation to the press of a collection of fashions designed by leading Italian, French and Spanish Couturiers in Cohama fabrics. Showing at 4:00 P.M. By invitation only. Contact: Margot McAuliffe, LO. 4-6000.	COHAMA FABRICS	HOTEL PLAZA PERSIAN ROOM
Wednesday August 20 4:00 P.M.- 7:00 P.M. Cocktails	PREVIEW OF RESORT AND SPRING PRINTS The Silk and Rayon Print Institute will present their preview of Resort and Spring prints at a cocktail party. By invitation only. Publicity: Kay Martin, LO. 5-2140.	SILK AND RAYON PRINT INSTITUTE	SAVOY PLAZA HOTEL BALLROOM SUITE
Wednesday August 20 8:30 P.M.	PREVIEW OF ITALIAN DESIGNER COLLECTION Russeks will invite the press to a showing of Fall fashions, designed by Italian couturier Fabiani, presenting his American collection and Italian originals. ( <u>Note Change of Date</u> ). Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Russeks Publicity: Florence Lord, WI. 7-1900. Waldorf Fashion Publ.: Madeleine Riordan, EL. 5-3000.	RUSSEKS FIFTH AVENUE	WALDORF-ASTORIA STARLIGHT ROOF



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
August 21	MARTIN'S (BROOKLYN) TEEN-AGE FASHION SHOW AT 10:00 A.M.	(See Page 2).	
Thursday August 21 5:45 P.M.	FASHION SHOWING OF "GLAMOUR" FASHIONS Bonwit Teller will present fashions from "Glamour" Magazine's September issue. Open to public. Publicity: Nancy Talbert, EL. 5-6800.	BONWIT TELLER	8TH FLOOR
August 23	MARTIN'S (BROOKLYN) TEEN-AGE FASHION SHOW AT 11:00 A.M.	(See Page 2).	
Tuesday August 26 11:00 A.M.	PRESS PREVIEW OF CUSTOM MILLINERY Presentation of Milgrim's custom millinery at a showing for the press. By invitation only. Publicity: Maud G. Moody, LE. 2-4049.	MILGRIM	6 WEST 57TH STREET
Wednesday August 27 11:00 A.M.	PRESS PREVIEW: FALL SHOE COLLECTION Saks Fifth Avenue will present their Fall shoe collection to the press. By invitation only. Publicity: Grace de Mun, PL. 3-4000.	SAKS FIFTH AVENUE	PARK LANE HOTEL LE PETIT SALON
August 27	L. BAMBERGER'S COLLEGE FASHION SHOW AT 2:30 P.M.	(See Page 2).	
Thursday August 28 9:30 A.M. Breakfast	PREVIEW OF SCOTCH TWEED COLLECTION Private press showing, during breakfast, of Peck & Peck's Scotch tweed collection. By invitation only. Publicity: Mrs. D.J. Todd, OR.3-4700.	PECK & PECK	260 FOURTH AVENUE 6TH FLOOR
August 28	SAKS 34 STREET BACK-TO-SCHOOL FASHION SHOW AT 11:15 A.M.	(See Page 2).	
August 28	MARTIN'S (BROOKLYN) COLLEGE FASHION SHOW AT 2:30 P.M.	(See Page 2).	
Sept. 1	LABOR DAY (Legal Holiday -- Monday).		

PRESS OPENINGS: FALL CUSTOM-ORDER COLLECTIONS  
PREVIEWS OF CUSTOM-ORDER FALL COLLECTIONS ARE FOR MEMBERS  
OF THE PRESS WHO HAVE BEEN SPECIFICALLY NOTIFIED AND INVITED.

Wednesday Sept. 3	<u>HATTIE CARNEGIE</u> At 11:00 A.M.	42 EAST 49TH ST. (Also showing French Import Collection.)	PUBL.: SIDNEY WINTERS PL. 5-2600
Wednesday Sept. 3	<u>BERGDORF GOODMAN</u> At 5:30 P.M.	745 FIFTH AVENUE	PUBL.: FLORENCE NEFF PL. 3-7300
Monday Sept. 8	<u>MILGRIM</u> At 11:00 A.M.	6 WEST 57TH ST.	PUBL.: GERTRUDE LETTESE CI. 7-7200
Monday Sept. 8	<u>HENRI BENDEL</u> At 2:30 P.M.	10 WEST 57TH ST. (Also showing French Import Collection.)	PUBL.: FRANCES ANDERSON CI. 7-1100
Tuesday Sept. 9	<u>SAKS FIFTH AVE.</u> At 9:00 P.M.	611 FIFTH AVE. (Designed by Sophie) (Note Change of Date and Time).	PUBL.: CAROLYN HAIGHT PL. 3-4000
Wednesday Sept. 10	<u>ELIZABETH ARDEN</u> At 3:00 P.M.	691 FIFTH AVENUE	PUBL.: RASPONI ASSOC. TE. 8-8171



DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday Sept. 4 12:15 P.M.; 6:00 P.M.	ORIGINAL IMPORTS & SAKS 34TH COPIES Presentation of a collection of original imports and Saks 34th carbon copies. Press invited. Open to public. Publ.: Rita Dobbins, LA.4-7000.	SAKS 34TH STREET	4TH FLOOR
Thursday Sept. 4 12:30 P.M. Luncheon	ELFREDA-FOX FASHIONS AT LUNCHEON SHOW Jay Thorpe will present Fall fashions from Elfreda-Fox during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext.176. Publicity: Elfreda-Fox -- Gladys Steiner, MU. 9-1630; Jay Thorpe -- Dorothy Coburn, JU. 6-1000. Plaza Fashion Dir.: Mary Alice Rice, CI.6-1790.	JAY THORPE	HOTEL PLAZA TERRACE ROOM
Thursday Sept. 4 5:45 P.M.	FASHIONS FROM "CHARM'S" SEPTEMBER ISSUE Fashions from "Charm" Magazine's September issue will be presented by Bonwit Teller. Publicity: Nancy Talbert, EL. 5-6800.	BONWIT TELLER	8TH FLOOR
Thursday Sept. 4- Sept. 5	FORTY-FIRST SEMI- ANNUAL LEATHER SHOW Leather treatments and finishes in new colors for Spring 1953, from about 90 tanning firms, will be on display at 41st Semi-Annual Leather Show. Publicity: Leif C. Kronen, MU. 6-7950.	TANNERS' COUNCIL OF AMERICA, INC.	WALDORF-ASTORIA
Friday Sept. 5 2:30 P.M.	READY-TO-WEAR FASHIONS FOR FALL Jay Thorpe will present Fall ready-to-wear from leading designers at a showing for customers. Publicity: Dorothy Coburn, JU. 6-1000.	JAY THORPE	3RD FLOOR
Monday Sept. 8 4:30 P.M. Cocktails	PRESS PREVIEW: FALL CUSTOM-ORDER COLLECTION The Fall custom-order collection will be presented to the press by Mme. E. Garnett. By invitation only. <u>Showing to customers, Tuesday, Sept. 9 at</u> 2:30 P.M. Publicity: Margaret Troop, EL. 5-5275.	MME. E. GARNETT	47 EAST 51ST STREET SALON
Wednesday Sept. 10 11:00 A.M.	PRESS PREVIEW OF HOWARD GREER COLLECTION Jay Thorpe will present a collection of Howard Greer of California fashions for Fall. By invitation only. <u>Showing to customers at 2:30 P.M.</u> Publicity: Dorothy Coburn, JU. 6-1000.	JAY THORPE	3RD FLOOR SALON
Wednesday Sept. 10 12:30 P.M. Luncheon	TATIANA DU PLESSIX CUSTOM MILLINERY SHOW Custom millinery for Fall and Winter, designed by Tatiana du Plessix, will be shown at a luncheon for the press. By invitation only. Publicity: Carolyn Haight, PL. 3-4000, Ext. 7064.	SAKS FIFTH AVENUE	SAVOY PLAZA LE CHATEAU-11TH FLOOR
Wednesday Sept. 10 12:30 P.M. Luncheon	LARRY ALDRICH FALL COLLECTION Bonwit Teller will present Larry Aldrich's Fall dress collection during luncheon. ( <u>Note Change In Show</u> ). Press by invitation. Public by reserva- tion; contact: Headwaiter, EL. 5-3000. Larry Aldrich Contact: CH. 4-1872. Bonwit Teller Publicity: Nancy Talbert, EL. 5-6800. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	BONWIT TELLER	WALDORF-ASTORIA EMPIRE ROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Sept. 11 5:45 P.M.	FALL FASHIONS FROM "MADEMOISELLE" Bonwit Teller will show fashions from "Mademoiselle" Magazine's September issue. Press invited. Open to public. Publ.: Nancy Talbert, EL. 5-6800.	BONWIT TELLER	8TH FLOOR
Monday Sept. 15 11:00 A.M.	IRENE OF HOLLYWOOD FALL COLLECTION Irene of Hollywood Fall collection will be shown to the press by Jay Thorpe. By invitation only. <u>Showing to customers at 2:30 P.M.</u> Publicity: Dorothy Coburn, JU. 6-1000.	JAY THORPE	3RD FLOOR
Wednesday Sept. 17 10:30 A.M.	PRESS PREVIEW OF ADRIAN COLLECTION Adrian will present a press preview of his Fall and Winter collection at Gunther Jaeckel. By invitation only. Publ.: Eleanor Lambert, MU. 8-2130.	GUNTHER JAECKEL, INC.	10 EAST 57TH STREET SALON
Wednesday Sept. 17 3:30 P.M. Cocktails	PREVIEW OF SWIMSUITS-- 1953 SEAMOLDS Flexees, Inc. will present their 1953 SeaMolds swimsuit collection. By invitation only. Publicity: Sandra Allison Kahn, MU. 9-2100.	FLEXEES, INC.	417 FIFTH AVENUE SHOWROOM
Thursday Sept. 18 12:30 P.M. Luncheon	MOLLIE PARNIS FALL COLLECTION Bonwit Teller will present Mollie Parnis' Fall collection during luncheon. Press by invitation. Public by reservation. Contact: Headwaiter, EL. 5-3000. Bonwit Teller Contact: Nancy Talbert, EL. 5-6800. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	BONWIT TELLER	WALDORF-ASTORIA STARLIGHT ROOF
Friday Sept. 19 12:30 P.M. Luncheon	PIERRE BALMAIN FASHIONS AT LUNCHEON SHOW De Pinna will present Fall fashions during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. De Pinna Publicity: Doris Richon, MU. 8-2000. Waldorf-Astoria Fashion Publicity: Madeleine Riordan, EL. 5-3000.	DE PINNA	WALDORF-ASTORIA STARLIGHT ROOF
Tuesday Sept. 23 9:30 A.M. Breakfast	OPENING OF 1953 SWIMSUIT COLLECTION Jantzen will present their collection of 1953 swimsuits and playclothes for women, men and children. By invitation. Publ.: Grace Hill, IQ. 4-2820.	JANTZEN KNITTING MILLS (350 FIFTH AVENUE)	HOTEL PIERRE COTILLION ROOM
Tuesday Sept. 23 12:15 P.M. Luncheon	FRENCH IMPORTS AT LUNCHEON MEETING The Fashion Group will present a report and showing of Paris collections. (More details later). Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
Wednesday Sept. 24 4:00 P.M. Cocktails	PRESS PREVIEW OF NEW SWIMSUITS Parform's press preview of new swimsuits for 1953. By invitation only. Publicity: Mary Alice Rice, CI. 6-1790.	PARFORM, INC.	HOTEL PLAZA BAROQUE SUITE
Thursday Sept. 25 12:30 P.M. Luncheon	HARVEY BERIN'S FALL COLLECTION Bonwit Teller will present Harvey Berin's Fall dress collection at a luncheon show. Press by invitation. Public by reservation. Bonwit Publ.: Nancy Talbert, EL. 5-6800. Waldorf Publ.: Madeleine Riordan, EL. 5-3000.	BONWIT TELLER	WALDORF-ASTORIA STARLIGHT ROOF



MOVIES...MUSIC...TELEVISION...THEATRE

- Friday July 11 PREMIERE: "WE'RE NOT MARRIED" (Movie) ROXY THEATRE, 7TH AVE. & 50TH  
Marilyn Monroe, Ginger Rogers, Zsa Zsa Gabor, Fred Allen, David Wayne,  
Paul Douglas and Victor Moore will star in Twentieth Century-Fox comedy  
about an unlicensed Justice of the Peace. Producer: Nunnally Johnson.  
Director: Edmund Goulding. Wardrobe: Charles Le Maire. Publicity:  
Elizabeth Eisenhart, CO. 5-3320.
- Week of July 14 THIRD WEEK: STADIUM CONCERTS, LEWISOHN STADIUM, 138TH ST. & AMSTERDAM AVE.  
Monday, July 14: Erica Morini, Tchaikovsky's Violin Concerto in D major.  
Tuesday, July 15: Charles Schiff (conductor) Brahms' Symphony #4, E minor.  
Wednesday, July 16: Richmond Gale (Pianist) Schumann's Concerto, A minor.  
Thursday, July 17: Italian Night, featuring the "Gloria" from Puccini Mass.  
Saturday, July 19: Ballet Night, with Mia Slavenska, Frederic Franklin & Co.  
Price: 30¢ to \$1.20. Publicity: Alix Williamson, CI. 6-4462.
- Tuesday July 15 PREMIERE: "WHITE CORRIDORS" (Movie) TRANS-LUX, MADISON AVE. & 60TH ST.  
A British film about hospital life released here by Universal-International  
Producers: Joseph Janni and John Croydon. Director: Pat Jackson.  
Publicity: Lowell Benedict, PL. 9-8000.
- Wednesday July 16 PREMIERE: "CARRIE" (Movie) CAPITOL THEATRE, B'WAY & 51ST  
Paramount Pictures adaptation of Theodore Dreiser's novel, starring  
Jennifer Jones and Laurence Olivier. Producer and Director: William  
Wyler. Costumes: Edith Head. Paramount Publicity: Maria Van Slyke,  
BR. 9-8700. Capitol Theatre Publ.: Paula Gould, JU. 2-5060.
- Friday July 18 PREMIERE: "DON'T BOTHER TO KNOCK" (Movie) GLOBE THEATRE, B'WAY & 46TH ST.  
Richard Widmark and Marilyn Monroe will co-star in Twentieth Century-Fox's  
suspense drama. Director: Roy Baker. Producer: Julian Blaustein.  
Publicity: Elizabeth Eisenhart, CO. 5-3320.
- Friday July 18 PREMIERE: "SHADOW IN THE SKY" (Movie) PALACE THEATRE, B'WAY & 45TH ST.  
MGM movie, starring Ralph Meeker, Nancy Davis, James Whitmore and Jean  
Hagen, about a couple in San Pedro; and a veteran who suffers attacks of  
panic, in which he imagines he is back in combat. Producer: William H.  
Wright. Director: Fred M. Wilcox. MGM Publicity: Herbert Crooker or  
Frances Lane, JU. 2-2000.
- Wednesday July 23 PREMIERE: "JUMPING JACKS" (Movie) PARAMOUNT THEATRE, B'WAY & 43RD ST.  
Hal Wallis' production for Paramount, with Dean Martin as a paratrooper  
trainee and Jerry Lewis who, after pretending to be a real soldier,  
finally becomes one. Costumes: Edith Head. Director: Norman Taurog.  
Paramount Publicity: Maria Van Slyke, BR. 9-8700.
- Friday July 25 PREMIERE: "HIGH NOON" (Movie) MAYFAIR THEATRE, 7TH AV. & 47TH  
Gary Cooper stars in Stanley Kramer's first western film production,  
released through United Artists; the story of 86 minutes in a frontier  
marshal's life and his effort to save his town, life and self-respect.  
Director: Fred Zinnemann. United Artists Publ.: Tess Michaels, CI. 5-6000.
- Thursday August 7 PREMIERE: "IVANHOE" (Movie) RADIO CITY MUSIC HALL, 6TH AVE. & 50TH ST.  
MGM will present the Technicolor film of Sir Walter Scott's famous book,  
starring Robert Taylor, Elizabeth Taylor, Joan Fontaine and George Sanders.  
Producer: Pandro S. Berman. Director: Richard Thorpe. Costumes: Roger  
Furse. MGM Publicity: Herbert Crooker or Frances Lane, JU. 2-2000. Radio  
City Music Hall Publicity: Fred Lynch, CI. 6-4600.